

#MasterTheCrisis

GfK Coronavirus Crisis Sales Radar

Weekly trends and insights for
the tech and durables market

EDITION 1

Powered by GfK Weekly
Point of Sales Tracking



Weekly retail insights from the Point of Sale

Spotlight on Germany



> Germany

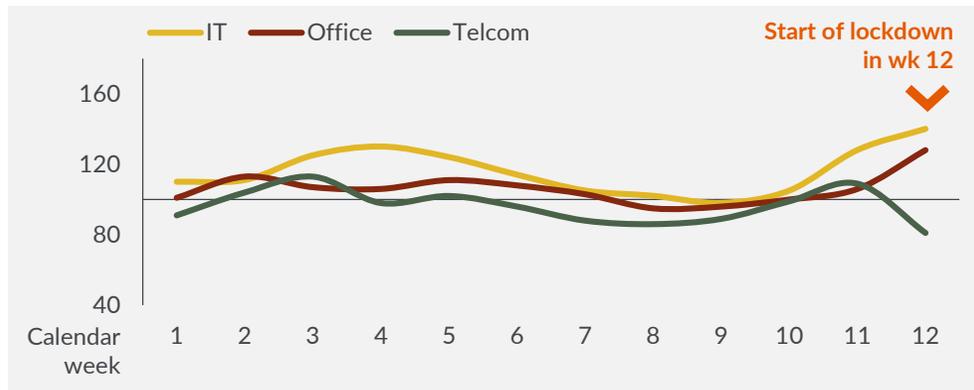
Great Britain

France

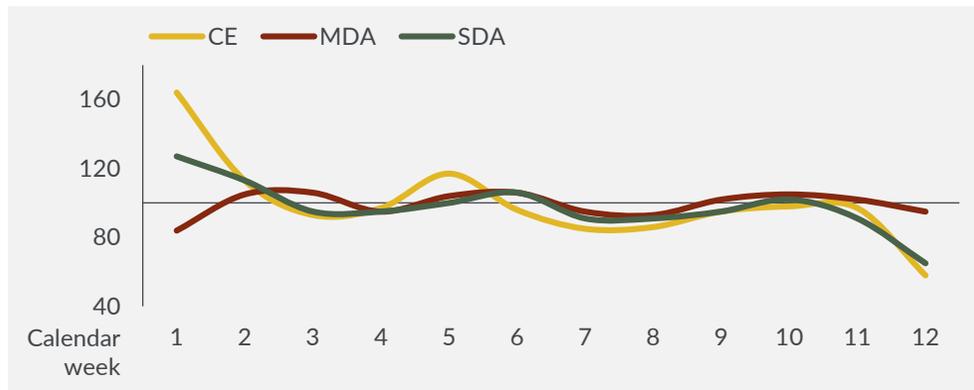
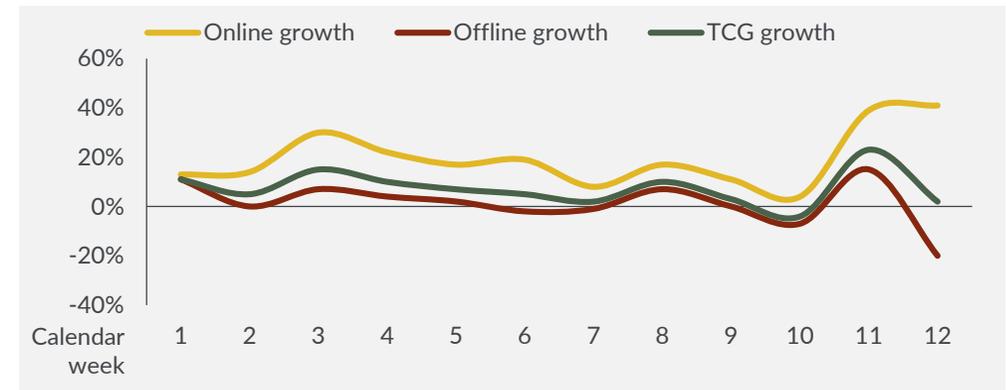
Italy

Spain

Index: 2019 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG)



Key take aways in calendar week 12 (March 16 – 22)

- Sales in PCs, monitors, peripherals and printers grew massively due to students and parents working from home.
- Demand was strong for the cooling category (fridges and fridge/freezer combo) and freezers¹ due to people stock-piling food.
- The e-commerce industry gained benefit across all sectors with more shutdowns and social distancing. However, the delivery time may lengthen due to overwhelmed logistics.

Source: GfK Point of Sales Tracking, Germany; Calendar week 1 2019 – 12 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, headphones, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price), ¹ not included in the analysis

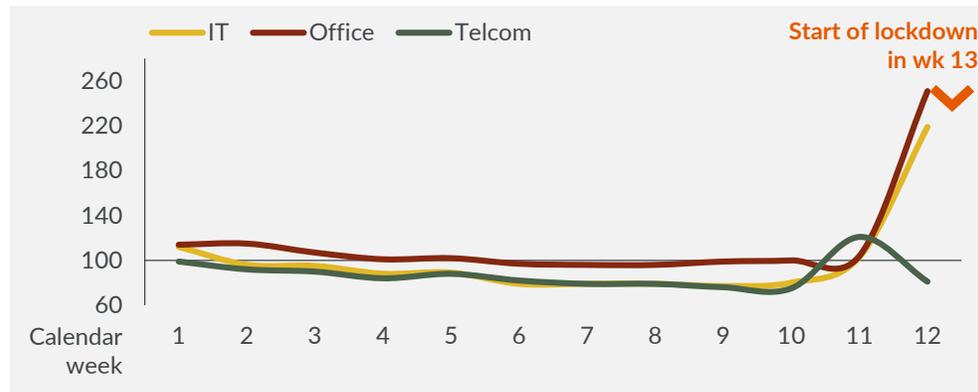
Weekly retail insights from the Point of Sale

Spotlight on Great Britain

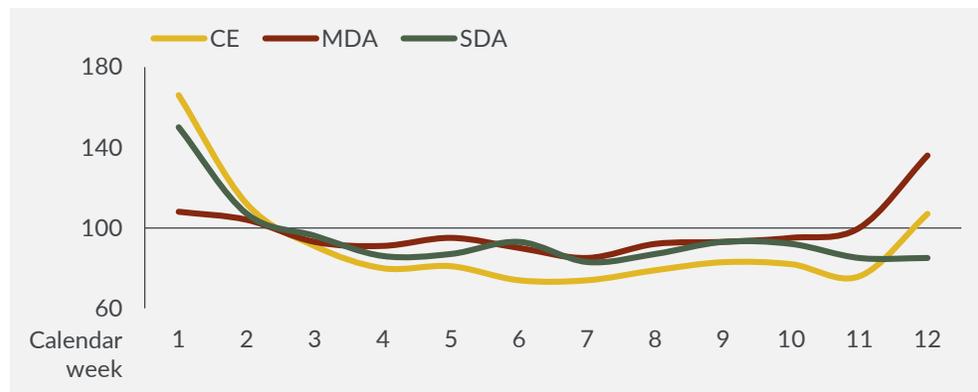
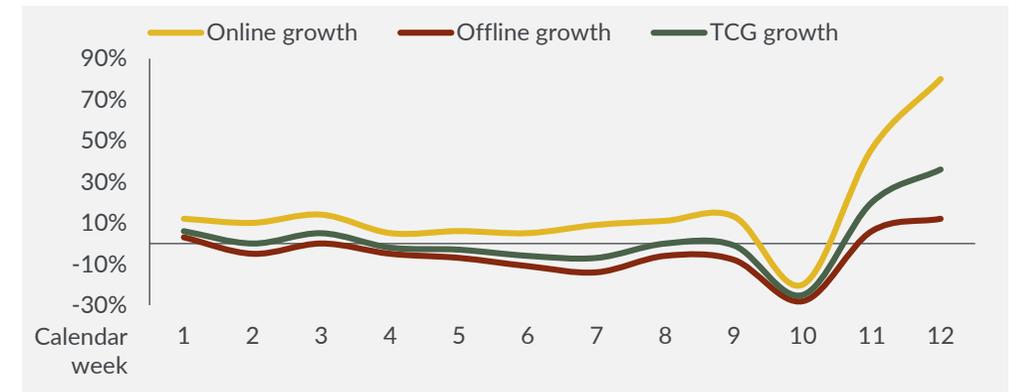


- Germany
- > Great Britain
- France
- Italy
- Spain

Index: 2019 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG)



Key take aways in calendar week 12 (March 16 – 22)

- Sales growth for PC and office equipment tripled as students and parents prepare to work/study from home.
- Strong demand for the cooling category and freezers¹ due to people stock-piling food. Sales of TV, food preparation and hot beverage makers also grew due to more people staying home.
- Online sales grew by 80% in value terms where traditional sales only increased by 12%.

Source: GfK Point of Sales Tracking, Great Britain; Calendar week 1 2019 – 12 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, headphones, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price) | ¹ not included in the analysis

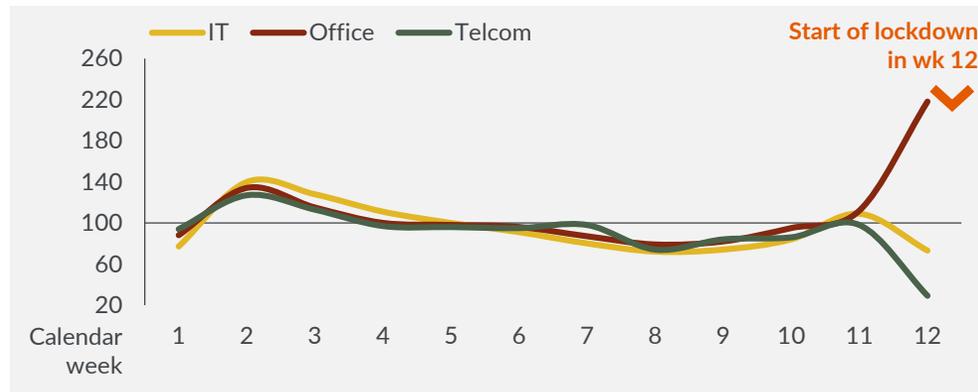
Weekly retail insights from the Point of Sale

Spotlight on France

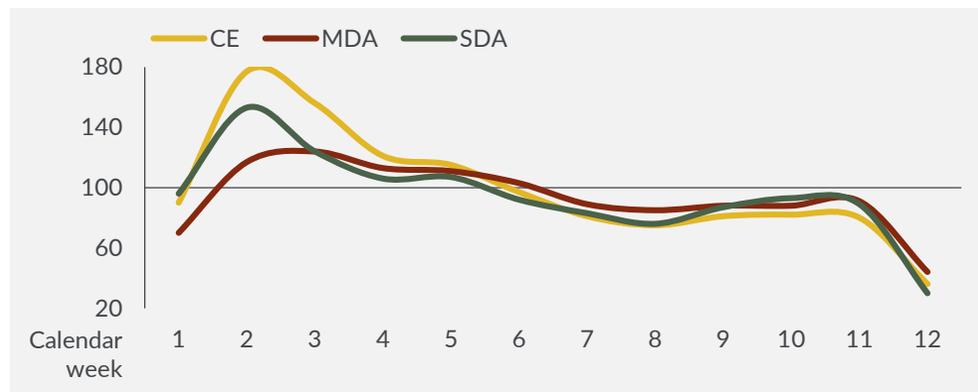
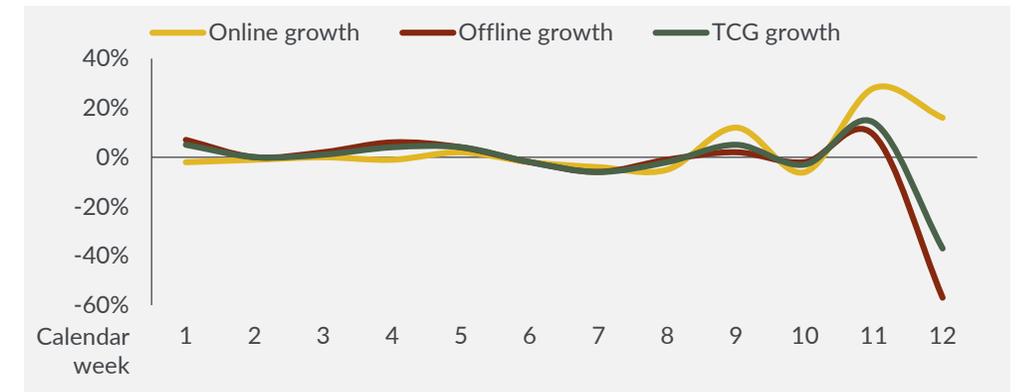


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Index: 2019 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG)



Key take aways in calendar week 12 (March 16 – 22)

- While sales spiked for printers and monitors, desktop PC and media tablets declined strongly. Mobile PC sales grew slightly.
- There was a strong decline in MDA, SDA and CE products.
- Online sales grew by 16% in value terms while traditional sales slumped by 57%.

Source: GfK Point of Sales Tracking, France; Calendar week 1 2019 – 12 2020; Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, headphones, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price)

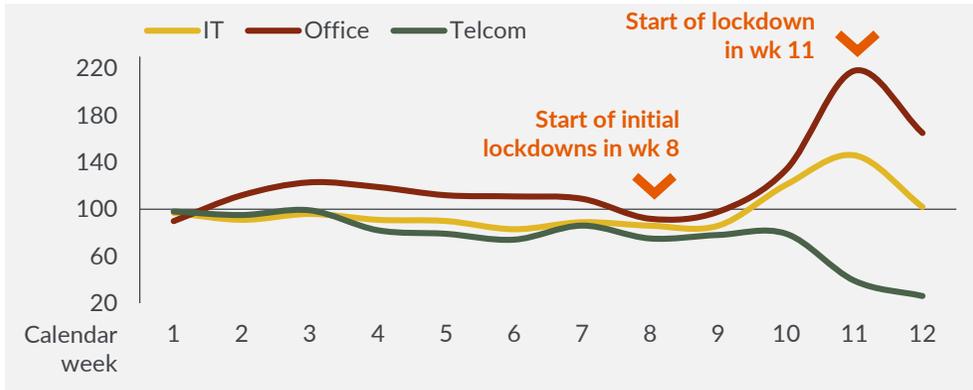
Weekly retail insights from the Point of Sale

Spotlight on Italy

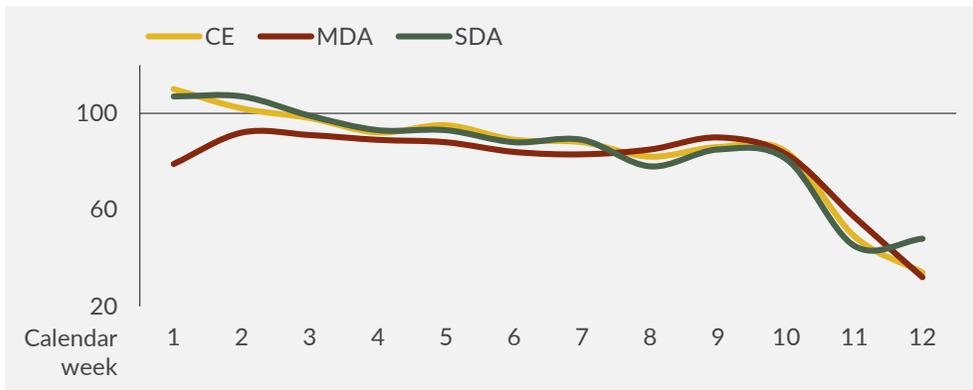
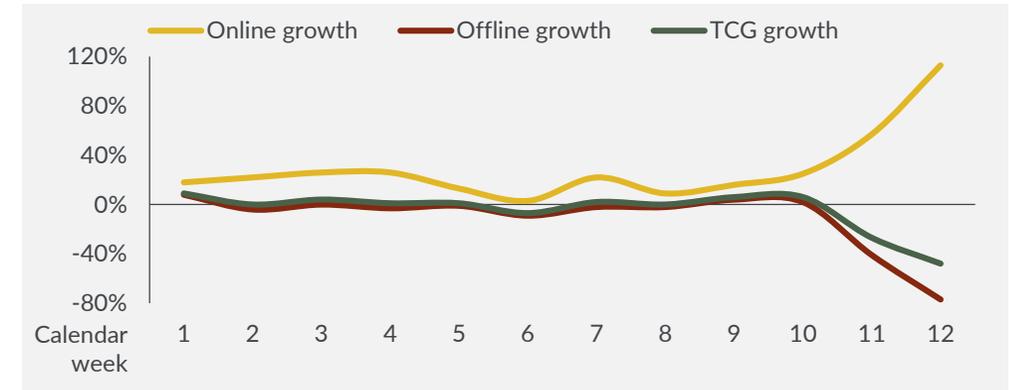


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Index: 2019 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG)



Key take aways in calendar week 12 (March 16 – 22)

- Sales doubled for mobile PCs, laser and inkjet printers due to students and parents continuing to study/work from home.
- Growth continued for air treatment products, while the rest of SDA, MDA, CE and Telecom products declined.
- Online sales grew by 113% in value terms while traditional sales slumped by 77%.

Source: GfK Point of Sales Tracking, Italy; Calendar week 1 2019 – 12 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price)

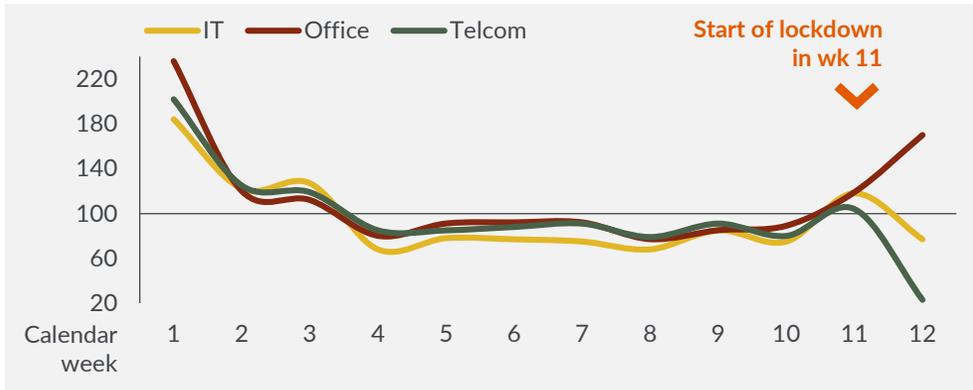
Weekly retail insights from the Point of Sale

Spotlight on Spain

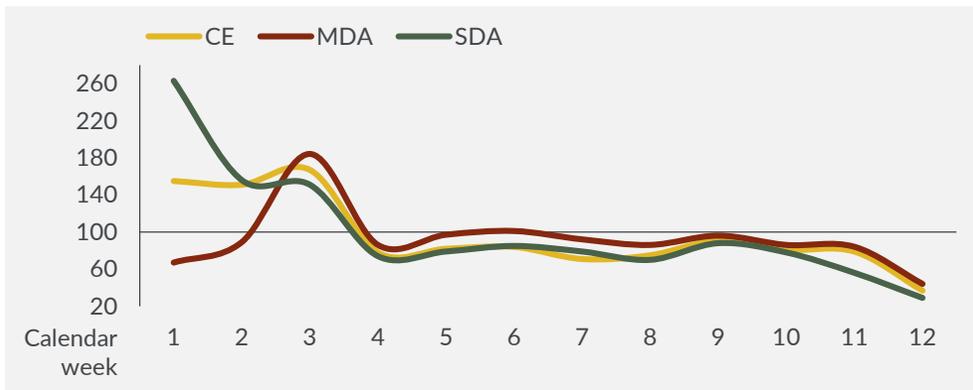
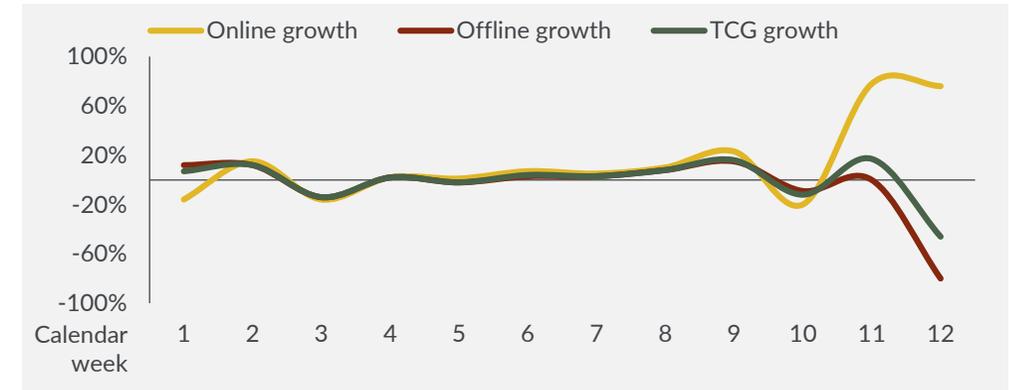


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Index: 2019 average weekly turnover in EUR = 100



Retail sales (value EUR) for technical consumer goods (TCG)



Key take aways in calendar week 12 (March 16 – 22)

- While sales were strong for mobile PCs, laser and inkjet printer sales spiked due to students and parents continuing to study/work from home.
- All other categories suffered a double-digit decline.
- Online sales grew by 76% in value terms while traditional sales dropped by 80%.

Source: GfK Point of Sales Tracking, Spain; Calendar week 1 2019 – 12 2020; Technical consumer goods include: Telecom: Smartphones – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines - Small domestic appliances (SDA): Air treatment, vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price)

Navigate complex decisions with hard facts



Rely on hard facts to steer through turbulent times: Covid-19

This crisis is impacting your business in many and unexpected ways. With a constantly evolving situation, you need reliable, accurate and timely data to inform your tactical decision-making now more than ever.

Our POS Market Intelligence reveals what is selling, where, when and for how much. We provide weekly fact-based sales insights into the impact of the crisis on your performance as well as your competitors'.

[Learn how we can support you.](#)

Identify

quickly and confidently where corrective action is required based on weekly insights on your competitors' tactics

Optimize

your product's pricing and promotion by adapting strategy and tactics week-to-week

Ensure

you have a 360° view of the Coronavirus crisis impact from a consumer and retail dynamics perspective – fast and frequently

Gain

the full picture of performance across all relevant channels – online and offline





Growth
from
Knowledge

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